

In the Claims:

Please amend the remaining claims as follows:

Claims 1 – 16 (Canceled).

17. (Currently Amended) A method for allowing a consumer to receive benefits associated with an incentive program created by a business, the method comprising:

accepting via a network a registration of a member consumer entitling the member consumer to benefits of the incentive program, the registration including information indicative of a credit card of the member consumer;

comparing credit card transactional information ~~gathered~~ representative of a plurality of transactions when customers perform transactions at the business with the information indicative of the credit card of the member consumer to determine if one of the transactions was performed by the member consumer performed a transaction at the business; and

rewarding the member consumer in accordance with the benefits of the incentive program if it is determined in the step of comparing that the member consumer did perform a transaction at the business.

18. (Currently Amended) A computer-readable media having instructions for determining if a transaction by a member consumer meets a requirement of a rewards program of a member business, the instructions performing steps comprising:

receiving transaction information including information identifying a plurality of consumers consumer where at least one of the consumers is not the member consumer, information identifying a plurality of businesses business where at least one of the businesses is not the member business, information pertaining to the purchase of goods a good or services service by each of the plurality of consumers consumer at one of the businesses business, and

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information pertaining to the use of a credit card by each of the consumers ~~consumer~~ at each of the businesses ~~business~~ comprising an identifier for the respective business and a credit card number ~~of~~ for the respective consumer;

determining if one of the consumers ~~consumer~~ identified in the transaction information is the member consumer;

determining if one of the businesses ~~business~~ identified in the transaction information is the member business; and

if it is determined that the consumer is the member consumer and the business is the member business, rewarding the member consumer in accordance with determining if the information pertaining to the purchase of a good or service by the consumer at the business meets the requirements ~~requirement~~ of the rewards program of the member business.

19. (Previously presented) The computer-readable media as recited in claim 18, wherein the identifier for the business is compared against a list of identifiers of member businesses to determine if the business is the member business and the credit card number of the customer is compared against a list of credit card numbers of member consumers to determine if the consumer is the member consumer.

20. (Original) The computer-readable media as recited in claim 19, wherein the information pertaining to the purchase of a good or service by the consumer at the business comprises a day of sale and a time of sale.

21. (Original) The computer-readable media as recited in claim 20, wherein the requirement of the rewards program comprises a specification that a transaction must occur on a predetermined day and the day of sale is compared against the predetermined day to determine if the requirement of the rewards program was met.

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22. (Original) The computer-readable media as recited in claim 21, wherein the requirement of the rewards program comprises a specification that a transaction must occur during a predetermined time and that the member consumer make a reservation to transact business during the predetermined time, and the time of sale is compared against the predetermined time and the reservation time to determine if the requirements of the rewards program were met.

23. (Original) The computer-readable media as recited in claim 22, wherein comparing the time of sale to the reservation time comprises examining the time of sale to determine if it falls within a window of time based upon the reservation time.

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